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Your Cooperative Extension Service Reports

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YOUR COOPERATIVE EXTENSION SERVICE REPORTS - 1962

This annual section reports on the purposes and on the progress and accomplishments of the statewide and local educational activities of your Cooperative Extension Service in Agriculture and Home Economics.

by **K. Robert Kern**
Extension Editor

LAST SUMMER people in Clinton County marked an anniversary of an event that they see as significant in the history of the county. A similar celebration was staged in Black Hawk County. Both were Golden Anniversaries. Both honored the same kind of event — the establishment of a county extension service, which brought the new sciences of agriculture and homemaking to the residents of the counties.

Speakers at the Clinton and Black Hawk anniversary programs sought the key to the power of the idea represented in county extension. They agreed on several points, which they regarded as the critical factors that spelled success:

- *Cooperation in sponsorship and financing.* Three levels of government — federal, state and county — cooperate in sponsoring and financing the extension activities. Federal and state participation assures county access to the science of the land-grant colleges, and close ties with county staffs keep the problems of agriculture and the farm family before the scientists and educators.

- *Responsibility for program planning and direction in the coun-*

ty. With programs planned locally, educational efforts are focused on problems that local people consider important.

- *County staff members close to the people.* Living in the communities they serve, the professional county workers in extension understand the people, the problems and the effective means of conducting education to solve problems affecting the people.

These three keys to success were built into the extension program from the start, more than 50 years ago. They remain fundamental principles of operation today.

But 50 years have made great changes in the communities, the counties, the state, the nation and the world. Only the idea and the principles of the extension program are unchanged.

Agriculture remains the leading basic economic activity of Iowa. Thirty-five percent of the work force in Iowa is engaged in farming or in industries closely related to agriculture. These workers earn 1.6 billion dollars per year and spend about 1.4 billion dollars each year in household purchases in the state. (This figure doesn't include the proportion of general services that provides the clothing, food,

medical care, entertainment, etc. for this 35 percent as well as for other Iowa residents.)

Yes, agriculture remains the basic economic activity of Iowa. But its structure is different than it was in 1912 — or in 1942 or 1952, for that matter.

Agriculture today is a highly efficient, highly productive industry. By 1962, the average American farmer was producing enough food for himself and 26 other persons — compared with 11 others in 1940. He was using more capital per farm worker than the capital investment per worker in industry or manufacturing for the nation as a whole.

The average Iowa hog-beef farmer in 1962 had about \$83,370 invested in land, buildings, equipment, livestock and crops. Modern, efficient farm production required large purchases of goods and services.

Iowa farmers in 1962 were buying input services that generated jobs for 70,000 Iowans, whose personal earnings totaled 378 million dollars. The products from Iowa farms required a handling and processing force of some 56,000 workers with personal incomes of 245 million dollars.

The farmer of 1962 was first a

manager — making decisions on investing, buying, selling and operations within a business rivaling the size of the average Main Street business house. He was a *technician*, using a variety of complex mechanical and electronic equipment. He was a *technologist* in soil fertility, animal nutrition, plant breeding, weed and insect control and a dozen other scientific disciplines.

The Iowa farmer of 1962 was also a *member of a family* — faced with the complex questions of developing a family life and rearing children in an uncertain world. He was also a *citizen*, influencing and helping to decide public matters in his community, state and nation.

In 1962, the farmer and his family were still the principal reason and focus for the Cooperative Extension Service. Farm people still had pressing needs for educational assistance, though the needs weren't the same as in 1912. While increasing productivity by fewer workers remained a significant goal in the national interest, the farmer and his family faced needs for assistance that were much broader than those in 1912.

Also in 1962, many other individuals and groups brought their requests to the Cooperative Extension Service for educational service and assistance. The half-century of

success hasn't gone unnoticed by people closely related to agriculture and by others not so close.

Out of these needs, the extension educational program for 1962 was fashioned. That program was fashioned by the 100 local planning groups, assisted in identifying and analyzing problems by the staff of the Cooperative Extension Service. It was limited only by the restrictions of time and energy of the well-trained staff.

This annual report of the Iowa Cooperative Extension Service cannot detail the work during 1962 by 425 staff members, assisted by more than 30,000 volunteer leaders. It cannot give even a superficial account of what concepts were taught in the 79,095 educational meetings held, with a total attendance of 2,911,636 persons.

At most, it can identify some of the main areas of Iowans' requests for informal education services. It can offer a few examples of changes in program emphasis and methods as extension programs continually adjust to meet the great educational challenges of our times.

The staff resources of the Iowa Cooperative Extension Service are organized around five principal problem areas. Here, in turn, is a summary of the purpose and of the 1962 progress and accomplishments in each of the five areas.

Iowans look to the Cooperative Extension Service for objective information on new production ideas. More than 50,000 persons visited an exhibit of newest ideas in feeding, housing and facilities for swine.

Agricultural Production, Management and Natural Resource Development . . .

Under this problem area, education is directed toward the over-all goal of efficient, effective use of resources. The fields of scientific technology in agriculture are brought together in this project.

The work involves a great deal of effort with individual farmers and their problems in applying modern practices, as well as problems of the structure and organization and management of the farm business. This program receives maximum attention of the Cooperative Extension Service staff. It is the priority effort, the focal point of the total program — a modern, efficient and productive agricultural economy.

The situation of modern farming makes it increasingly clear that a farmer deals with technology of different levels of complexity. Perhaps the least complex (but far from simple) is *how* to apply a given practice — such as selecting a crop variety, calibrating fertilization or choosing a beef cattle ration.

In 1912 and the early years of extension work, the major educational effort focused on the application of technology. The extension worker made individual recommendations and demonstrated practices.

Now, two major developments have reduced the demand for this kind of service from extension personnel. One of these developments is the increased knowledge of the farmer himself and his own motivation to seek such information. Another is the attention of farm service businesses to offering sound technical advice on the use of products and services they sell.

For farmers seeking information about farm practices, the Extension Service makes increasing use of mass media to serve this need. More than 1 million copies of publications on modern farm practices were issued during 1962, for example. The newspaper, radio and television were used to carry much information of this kind. Farm practice information was included in at least 10,000 of the radio broadcasts and 1,500 telecasts presented by extension workers in 1962. As many as 15,000 newspaper releases offered this type of information.





Thousands attended a field day on minimum tillage methods for row crops.

The need for this kind of information remains real. For example, there currently are 60 weed-control chemicals available to the public; 30 of them are in common use. These chemicals differ in their control characteristics, in rates and methods for safe use — safe for the applicator, other people and plants and animals. Agricultural chemicals are also in extensive use for insect and pest control. In 1962, for example, 65-70 percent of all farmers used pest control chemicals. Here, too, there are many different and selective materials with different rates of application, different methods of handling and different permitted usage on products that will be used as human food.

As businesses offer advisory services, they look to the Extension Service for basic information. More than 1,000 fertilizer dealers and salesmen, for example, attended the annual Fertilizer Short Course to get latest recommendations. Farmstead mechanization has increased rapidly in Iowa. During 1962, agricultural engineers worked with 50 power-use advisors. These advisors work directly with Iowa farmers in planning and installing modern, electronically controlled equipment for handling feeds and other materials. These two examples illustrate efforts with many groups, such as nurserymen, landscapers, pest control operators, feed company representatives, drainage contrac-

tors, machinery dealers, petroleum dealers.

A more complex level of production problems involves the fitting together of many individual technologies. An example is a farmer's effort to grow the maximum possible yield of corn. Such an effort would require combining the practices of at least nine different fields of agricultural science.

The problem involved here isn't

one that can be solved by a formula. The extension worker cannot offer recommendations that can be immediately applied. What he can do is to teach the principles that underly the practices. With a grasp of the principles, an individual farm operator can fit the practices together for his situation and his goals.

The teaching of principles has been a focus in the Iowa extension program for many years. In most recent years, it has been an area of fast-growing demand. Teaching of this kind is done in short-course or workshop settings. Typically, from 40 to 100 farmers come together for two to three all-day sessions on a specific topic — such as animal nutrition or soil management and plant growth. The subject matter content is usually college-level, with practical application to the practices and decisions that a farmer must make.

In 1962, "principles training" was offered in agronomy, animal nutrition, swine production, farm management and other subjects. In total, some 250 such short courses were held. More than 12,000 persons took part in them.

Many other educational services are cast to fit the problems of the farmer as he faces them. The long-



Farmers learn from each other through extension programs. Emmet County cattle feeders are touring feedlots of successful operators.



Extension educational programs involve many subject-matter specialists. These men represent four sciences combined to help Iowa dairy-men control mastitis. The sciences are dairy and food industry, dairy production, agricultural engineering and veterinary medicine.

established program in dairy, Dairy Herd Improvement Association work, continued to grow. Now that high-speed computers are available for analysis of herd and individual cow records, producers are able to get still better information on which to base their feeding, breeding and management practices. A new measure of performance — solids-not-fat — was made available during the past year; 440 Iowa dairymen were using the information by the end of the year.

Two major disease-eradication programs made additional progress in 1962. An estimated increase of 5 percent was noted in cholera vaccinations. By the end of the year, 72 counties had petitioned for testing in brucellosis control efforts — 29 counties had achieved "modified-certified" status.

In many ways, the Extension Service and farm service industries work together for the benefit of farmers. One example is in soil testing. Five years ago only a few soil samples were received from fertilizer dealers for testing in the Iowa State University Soil Testing Laboratory. In 1962, 17,611 samples were tested in which the fertilizer industry had served individual farmers by any of several ways: en-

couraging testing as a practice, taking soil samples for farmers, handling the shipment to the laboratory and, in some cases, paying the cost for testing. In all cases, the soil-test report and recommendations go to the farmer whose soil is tested.

Marketing, Utilization . . .

Each year, Iowa farms yield a vast and varied harvest. The market value rates a combined price tag of more than 2.2 billion dollars.

Effective marketing and utilization of these agricultural commodities continues to be the goal of this part of extension work. Firms that supply services to farmers and to processors who use farm products are important to the individual producer and the total agricultural industry. Education in the marketing and use of farm products contributes to the efficiency and growth of the Iowa economy.

Marketing — the payoff for the farmer's years of investment, work and management — is a fundamental concern of the producer. It's important to many others, too.

An estimated work force of more than 56,000 Iowans has the job of getting products from the farm, through processing and on into the

marketing chain. Increased public interest in marketing over the past 20 years has stepped up efficiency, improved quality and brought an exciting variety of consumer-tailored products.

Extension efforts in marketing are carried out with three principal audiences: *producers*, emphasizing quality of products and marketing to best advantage; *assemblers and processors*, emphasizing management methods, equipment and efficiency of operation; and *consumers*, emphasizing information on products and efficient buying practices.

The Iowa Extension Service continued its active programs to make market information widely available. This was accomplished through meetings, conferences and mass media.

Among continuing efforts were 65 minutes of market information broadcast daily by the University radio station, WOI; daily reports were given on television, along with weekly radio and television background features. Other market information was issued through weekly newspaper reports and monthly outlook articles for the 30,000 readers of *Iowa Farm Science*. Some 7,000 Iowans met in outlook report meetings with staff members; 15,000 received copies of a pamphlet on the 1962-63 outlook for livestock and crops.

In a new program last year, specialists held 10 marketing schools with producers, buyers, suppliers and bankers. The purpose was to help such persons make better use of the great amount of information that is available.

Extensive educational work was carried out with groups in all of the main product and commodity interests. Examples: One-day management sessions were held for elevator and feed mill operators. A dairy marketing specialist provided analyses and information that groups used in two consolidations of manufactured milk organizations and one fluid milk consolidation. Continuing study and consultation sessions were requested during the year by marketing firms serving the Sioux City and Omaha central livestock markets.

Extension specialists reach growing audiences interested in consum-

er marketing information. Consumers express interest in knowing more about grades, quality characteristics, seasonal buying advantages and other information. Radio and television were used extensively for special weekly consumer information reports. Twelve television and 30 radio stations received these reports for use with their facilities. The county extension staffs used information through the Iowa Consumers Guide to inform people on many areas of marketing.

The bulk of consumer information dealt with food and food products. However, growing consumer interest in various product fields — such as clothing, furniture, home, lawn and garden products and others — has encouraged the development of information programs in which marketing specialists cooperate with specialists in home economics and agricultural technology.

Home Economics . . .

The individual, his home and family, is the focal point for education in home economics. Education on technology for specific audiences contributes to individual satisfactions. Family life education strengthens the family in the modern changing economy, culture and society.

Six major areas of education are emphasized in the home economics program: mental and physical health, management, housing, consumer information, human development and community and public programs. Programs in all Iowa counties used group study, leader training, conferences and mass media to provide education related to the home and family.

Several experimental pilot efforts were carried out in 1962. These are, in a sense, trial programs conducted in only one or several counties. These programs provide an opportunity to experiment with new educational approaches to problems. Two cited here represent a number of such pilot programs:

- Nutritionists worked with nursing homes in six Iowa counties, cooperating with the State Department of Health. The objective was to improve food quality in county, retirement and nursing homes.

Work was carried out with cooks and operators of such homes. Twenty-five to 40 persons participated in each county. If such a program is broadened to cover the entire state, personnel in 750 homes may be contacted, with food-quality improvement possible for the 25,000 residents of the homes.

- More than 300 parents and community leaders took part in a parent-teen relations pilot project in Audubon County. A county-wide meeting on parent-teen relations followed self-administered study by 33 groups. Results of this pilot are being evaluated, and refinements will be made for broadening the efforts.

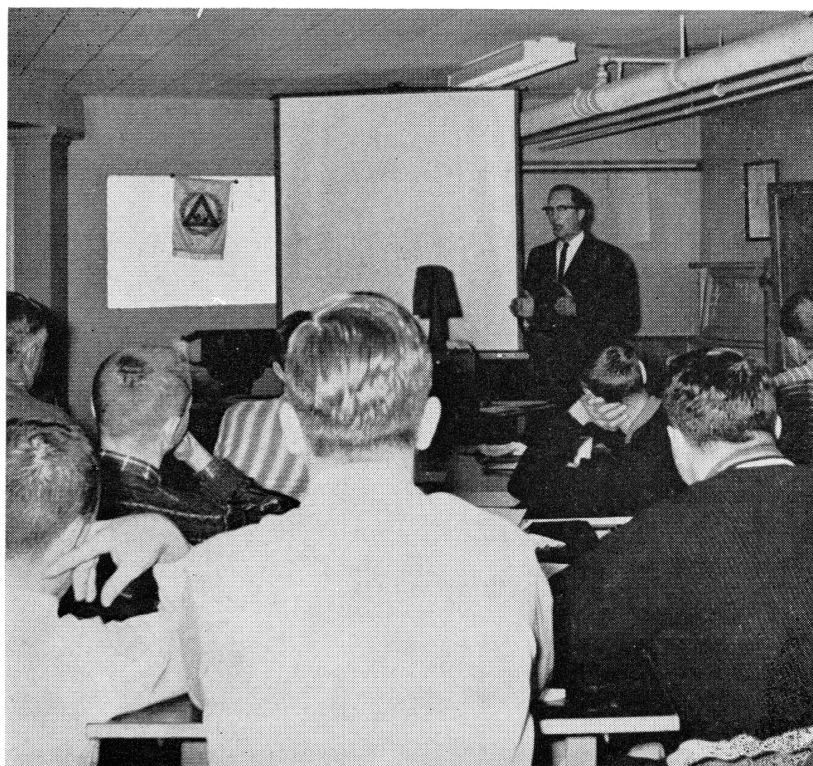
The subject matter of home economics has wide appeal to Iowa homemakers — on farms, in towns and metropolitan areas. It helps different audiences meet special problems and concerns.

Nutrition education for low-income families was carried out in 36 counties last year. Particular educational emphasis was on home storage and preparation of foods made available through food dona-

tion programs. This work, in cooperation with the State Department of Social Welfare and county welfare units, contributes to improved nutritional status and health among low-income families.

Many rural and urban groups in Iowa are involved in quantity-meal preparation — groups such as churches, service clubs and others. Leaders in 38 counties have now participated in 3-day community meal service workshops conducted by the Extension Service.

Mass media offer a means of reaching large audiences interested in home and family education. One of many such teaching efforts was conducted over the facilities of WMT-TV, Cedar Rapids. A series of eight programs was presented to an average daily viewing audience of 75,000. The program emphasized home improvement through refinishing and reupholstering furniture. This series, conducted by a specialist in applied art, was credited by station personnel with stimulating 3,000 new requests for the homemaker's newsletter issued by the station.



An agronomy short course in session. Today's farmer needs to understand the many complex principles of agricultural technology. Special short courses are offered in a number of subjects. "Students" devote 1-3 days in studying and discussing technical and scientific principles.

Iowa extension workers pioneered education carried out in series-programming by radio and television. Last year's efforts included a series of 5 programs dealing with home management (investments), a series of 3 on kitchen planning, a series of 12 on foods, an 8-week series on the effect of change on family life and a 1-month series on understanding teenagers. Among topics emphasized on radio and television were 15 programs for senior citizens, 12 on family perspective and 10 on home safety.

Pilot work was begun in 1959 on education in clothing selection for men and boys. Growth of the program was reflected in 1962 figures: Work was conducted in 72 counties, with 66,150 participants. An outstanding example last year was the first effort in a metropolitan center. More than 20,000 junior and senior high school students in Polk County took part.

The home economics program includes work to help families, adults, youth and leaders of youth groups to develop appreciation and participation in music. Among educational programs in music were music leadership training in 30 counties, training for 1,198 leaders in 31 counties, music appreciation workshops in 4 counties and assistance for organized music groups — chorus, choirs and ensembles. The year's program again featured the

State Chorus Festival on the Iowa State University campus.

Many groups and agencies serve the interests and needs of Iowa families. Extension workers cooperate with most of them. An example from the past year is work with the Iowa Library Association. Specialists in applied art worked with librarians in improving books available to help homemakers get information on room arrangement, color in the home, improved lighting, etc.

Extension Youth Programs

In 4-H club work, extension is concerned with furthering the growth and development of young people. Members of 4-H clubs learn by doing the work themselves, and they learn through participation in group projects and activities. The development of character, leadership, citizenship attitudes and ideals as well as vocational skills are stressed.

Membership of 53,700 boys and girls was recorded in 1962. The organizational structure of more than 3,300 clubs provided opportunities for project work and the many 4-H activities.

Increasing emphasis upon personal development was again reflected in the programs for Iowa youth. Prominent were those dealing with training in decision-making,

money management, career exploration and citizenship.

Regular local club meetings included discussion of problems designed to teach decision-making. Opportunities to teach management were emphasized in certain projects — such as Junior Cattle Feeders, Western Lamb Feeding, Crop Management and personal expense accounts. These opportunities have existed previously; now, however, training is provided to help leaders take greater advantage of them.

Early pilot efforts in career exploration by 4-H members have been reported before. Member interest is reflected in the spread of the work throughout the state. One report from a county says that "Members of the older youth club listed careers as their top interest." Among new approaches last year was a workshop held in Cedar Rapids for leaders of four eastern Iowa counties.

Citizenship activities were reported by 95 Iowa counties, involving almost 35,000 4-H club members. In Union County, as one example, study of citizenship preceded a trip by 24 members to the National 4-H Club Center. Returning home, these members held an open house to "share" their experience with the public. Others prepared talks and displays for county fairs and other public events. Study and discussion materials on citizenship — from the viewpoint of the developing youngster — were prepared and made available during the past year.

The first co-educational state 4-H Conference in 32 years was held in 1962. More than 1,300 4-H member delegates took part in the program, "Citizenship: My Rights, My Responsibilities." Principles of science, technology, decision-making and career opportunities growing out of a college education were among the related study areas for the youth at the state conference.

Camping as a 4-H activity was put on a broad footing by development of a State 4-H Camping Center in the early 1950's. Further expansion and development of facilities continued through 1962.

Major attention of Extension Service programs for youth centers on 4-H activities, but significant work is conducted with other youth



Iowans show increasing interest to study and discuss subjects "in depth." New in such program efforts is study of the social, psychological and economic aspects of clothing in modern-day America.



This Franklin County farm couple is talking over kitchen remodeling plans with extension specialist in household equipment and housing.

groups, too. Career exploration training, stimulated through 4-H gives benefits to thousands of youth other than 4-H members in the various counties and communities. An annual leadership conference was attended by more than 70 town and city youth leaders. Sixty-four youth groups — other than 4-H — used the facilities of the State 4-H Camping Center last year. Total persons included more than 3,000.

Community, Public Affairs

Individuals and families are also citizens and community members. Education assists communities in taking action through working together in groups. Education also assists citizens and groups in defining public issues and possible alternatives open to them. Extension work in this area is directed to these concerns.

Iowa's extension programs in public affairs date back to the 1940's. The state has long been recognized as the leader in the nation for education in this problem area. The year 1962 brought continued demand for assistance in studying questions of public concern, nationally and locally.

A series of meetings with leaders on the topic, "Farm Policy, Realistic Alternatives," brought attendance of 2,050 leaders from 100 counties. Seventeen counties held similar meetings on farm policy. There was a growing demand for information on foreign trade, with particular interest in the European Common Market. More than 3,000 copies of "Foreign Trade — What Are the Issues?" were distributed through county offices.

Continuing rapid social and economic adjustment in Iowa brings varied requests for educational assistance from the Extension Service. Representative of the broad training are leadership workshops. Extension specialists conducted a total of 8 hours of training each in six county leadership workshops. Content was based on principles of leadership. Participation included 350 persons.

An area of rapid growth in extension programs is community and area resource development. Varied program efforts can be listed.

Five counties organized county Rural Areas Development (RAD) committees. Extension workers assisted these committees in the study

of community problems, particularly in agricultural adjustment problems. Several committees were aided in planning and carrying out surveys on community attitudes, labor resources and similar subjects.

The Lyon County RAD committee launched two active projects last year. One was the study of vocational-technical training needs of youth in the area. The other dealt with formation of legal organizations for development in a section of the Sioux River Valley.

Acting under its assigned responsibility for organizational and educational leadership for the RAD program, the Iowa Extension Service encouraged the organization and participated in activities of a State RAD Committee. In its first year, the committee organized and received and studied reports on needs, problems and possibilities for Iowa growth in areas of agriculture, highways and transportation, recreation and tourism, conservation and others.

The committee's executive group



Iowa 4-H club girls adopted this two-piece, light green uniform in 1963.

met each month for information meetings. Its major project during the year was sponsorship of the First Iowa Economic Development Conference. Held on the Iowa State University campus in early December, this conference attracted more than 300 Iowa leaders in business, industry, education, church and other social and economic interests. Conference speakers discussed development problems and opportunities in Iowa. Out-of-state speakers reported on successful development efforts in other parts of the United States.

The Cooperative Extension Service provided major support to the first area development group organized in Iowa. Ten counties in south-east Iowa were assisted in organizing a representative area committee, composed of five or six community leaders from each county. A steering committee — one representative per county — was selected by the area group.

During the year, the committee

set up study groups on four problem areas: agriculture, education, recreation and industry. Assisted by extension specialists, United States Department of Agriculture agency specialists and other persons, these committees began compiling information on their respective areas of concern.

By the end of the year, reports had been filed by two of the committees. Some specific projects — such as Employment Security Commission labor surveys, development of a promotional brochure on recreation and a study of the economic base of the 10 counties — were well under way.

Area development decisions are the responsibility of the leaders and people of the area. These leaders, however, need special assistance in gathering information, interpreting data and formulating alternative courses of action. Such special assistance is clearly within the competence of extension workers and within the educational responsibil-

ity assigned to the Cooperative Extension Service. Many other sources of assistance are available, and the Extension Service helps to make them available to meet the needs of local leaders and people.

Decision-making, however, is the prerogative and responsibility of the people in an area. The Extension Service helps gather, analyze and interpret data. But choices are made by the people, and projects to promote those choices are planned and carried out by the people.

In Conclusion . . .

This report has skimmed the surface of service to Iowans interested in informal education for themselves and for state development. The Cooperative Extension Service is for all Iowans. All are invited to continue their participation in present programs and to assist in bringing educational efforts to bear on new and emerging problems.



MODERN FARMERS NEED TO BE ... Accountants in the Cornfield

By coupling soil-test results with knowledge of crop sequence and plant nutrients carried over, added by manures, and removed or added by crops, you can eliminate more and more of the guesswork in crop fertilization.

by J. A. Stritzel

TODAY, A FARM OPERATOR who wishes to fertilize his crops efficiently has his soil tested. He expects to receive nutrient recommendations based on well calibrated tests — tests backed by fertilizer-rate experiments conducted on his types of soils over a period of years. (See "What Is a Soil Test?" in the June issue or reprint FS-1038.)

Through these rate experiments, researchers are able to determine the most profitable amounts of ni-

trogen (N), phosphorus (P) and potassium (K) to apply for particular soil-test values. The most profitable amount will vary, however, depending on the degree to which other soil and crop management practices are used, on your capital situation and on other priorities for investment on your farm. (See "You Have a Choice of Fertilizer

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